

**Subject:** Fw: Regarding the renewal of The Melrose Business Improvement Di

**From:** Sylvia Weintraub

**Date:** 5/11/18, 2:10 PM

**To:** Denis Weintraub <drdenisweintraub@yahoo.com>, Donald Duckworth <duckworth.donald@gmail.com>

I just received this email.

[Sent from Yahoo Mail for iPhone](#)

Begin forwarded message:

On Friday, May 11, 2018, 1:46 PM, Anat Escher <anatescher@yahoo.com> wrote:

Hello neighbors,

I am sending this email in regards to The Melrose Business Improvement District members.

As you are probably aware, the plan is coming up for renewal, after 5 years.

I have a lot of concern in regards to the breakdown of the spending and budget.

I urge you to start the conservation before signing for another 5 years.

We have already spent more the \$2.5 million dollars and I think its way too much for what we receive in return.

I am sending you the breakdown of the expenses that are taking place now:

**1. Security**

This is for only 1 patrolman. The quote is \$159,000 for only 1 person? How can one person oversee miles and miles of one street and protect us? In my opinion is it a waste of money and is an inflated number.

**2. Marketing and promotion**

This is a joke. I expressed a few times that this PR company is very weak and basically again a waste of money. For this kind of money we should have so many more Instagram and Facebook followers attracting them to Melrose, as well as articles in local papers about the Melrose Street Businesses. Articles about our business are basically nonexistent! I have inquired a few times to create a sticker that can be put in all of our storefront windows so people will actually know about our website and social media presence, and it went nowhere. That costs you \$122,000.

**3. Administration & Policy Dev. Management**

Again this is an inflated number. With all due respect to Donald, I don't feel we need this position. I think if we are paying for administration, it should be for someone to be taking care of the daily things that Melrose needs.

**4. Sanitation, Landscaping & Beautification**

It's an outrageous number for picking up the trash. No doubt in my mind we can get a better deal on a company that can pick up the trash and do a much better job.

In conclusion, we can easily do it ourselves by creating a committee that oversees and enforces a budget conscious plan and use the money that we are collecting to install benches, portable bathrooms, a better company to pick up the trash on a daily basis, a company that will actually clean the street on a daily basis, etc. I feel like these are the things that the customers that come to Melrose really wants and needs to attract them back to our street. You get these basic services when you go to The Beverly Center & The Grove - our main competitors.

And on top of it, one of the biggest issues I have is that we have 0 money in our reserves. This is not acceptable!

For 5 years I have heard about plans and promises and future plans and some kind of a grant that comes our way and the relationship with the councilman.....and it feels like it is a waste of money and time. I strongly feel that the reason that Melrose is doing better is because the economy is doing better and has almost nothing to do with The Melrose Business Improvement District.

With that being said, I do appreciate the work of Danny and Donald, and the other committee members, but I think going forward, things definitely need to change.

I urge all of you to look to the numbers and email all of us your thoughts, and vote NO.

Respectfully,

Anat Escher

7174 Melrose Ave

LA CA 90046

unnamed.jpg

